



*Alpina*

1883 GENEVE

**ALPINE  
EXTREME  
QUARTZ**

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**PRESS RELEASE**



# ALPINA'S COMPACT ENCAPSULATION OF ADVENTURE SPORTS

It's distinctive and assertive, featuring a new, slimmed-down unisex format, four lively colours and a high-precision quartz movement. Housed in a cushion case resized to a compact 34 x 35.2mm, the Alpiner Extreme Quartz dial comes in rock beige, lustrous pink, glacier blue or verdant green; the first three options are set on a steel bracelet, the fourth on a rubber strap matching the dial. All four are clearly ready for adventure and the conquest of the great outdoors.

It could be said that Alpina's doing its bit for sex equality. Staving off any jealousy fuelled by gendered watches, the leading specialist in wide open spaces has designed a new unisex line to join its Alpiner Extreme range, characterised by three key changes.



# A NEW, SMALLER CASE

The first change involves the use of a new steel case. The collection was previously available only in a 41 x 42.50mm format; the new option measures a more compact 34 x 35.2mm giving it an edgier feel. The imposing cushion format that constitutes the Extreme style hallmark is now dimensioned to fit all wrists – and is easier to fit under a buttoned shirt sleeve for city wear.

The Alpiner Extreme Quartz has a decidedly sporty temperament, but its Swiss Made horological ancestry

is none the less apparent for that. The case surfaces boast traditional alternating satin and polished finishes, while the bezel has been given a vertical brushed finish running parallel to that on the central link of the steel bracelet. The case edges are mirror polished and its satin finish is circular, matching the cushion shape. The crown is finely knurled to ensure a firm grip. Each screw is engraved with a triangular motif echoing the Alpina logo, while the solid, screw-down caseback is engraved with the Alpiner collection symbol – as well as ensuring certified water resistance of 10 ATM.



# THE FIRST QUARTZ MOVEMENT FOR THE ALPINE EXTREME

The second major change is the introduction of a new quartz movement: this is a first for the Alpinier Extreme line, which previously featured only automatic movements. The AL-220 calibre now delivers Swiss accuracy for 45 months – the best part of four years. More compact than its automatic counterparts, it's been custom-designed to fit effortlessly into the new, smaller case. What's more, it's impervious to all impacts and outdoor pursuits, doesn't require winding,

and makes the Alpinier Extreme line more affordable than ever before.

The movement powers three hand-polished luminous central hands and a discreet date display located at six o'clock. The applique hour markers are also luminous, ensuring they remain perfectly readable in any environment.



# THE COLOURS OF THE ALPS

The third and final change is the choice of four all-new liveries for a dial engraved with Alpina's triangular emblem, the symbol of its native Alps; the same distinctive shape also forms the counterweight on the seconds hand.

The first timepiece features the rocky brown of the Alps, making it the perfect companion for scaling summits; the second opts for a lustrous pink, a nod to the first light of dawn as it breaks over the mountaintops. The third is clad in a glacier blue mirroring the depths of mountain lakes, while the fourth comes in a verdant green recalling the plant life that forms the backdrop to summer mountain walks. An extra feature of this fourth version of the Alpiner Extreme Quartz is that it comes on a matching green rubber strap with the same texture as the crown.



## THE ORIGINAL SPORTS WATCH SINCE 1883

Founded in 1883 by Gottlieb Hauser, Alpina is a Swiss watchmaking house based in Geneva belonging to the Frederique Constant Group, itself part of the Citizen Group. Alpina – which celebrated its 140th anniversary in 2023 – has emerged as a pioneer in the world of sport, characterised by a spirit of adventure and innovation. In 1938, the brand invented the concept of the sports watch with its Alpina 4: impact-resistant, non-magnetic, water-resistant, and made of stainless steel, it brought together the four key components of the genre.

Since its origins, Alpina's mission has been to design luxury sports watches delivering exceptional accuracy and reliability in extreme environments.

Today, this commitment is upheld in three different realms: the air (the Startimer collection), the sea (the Seastrong collection) and the Earth, with the Alpiner collection. These were joined in 2023 by the Heritage collection, which pays tribute to the brand's legacy watches. All these sports timepieces stand out for their value, refined finishings, and careful pricing.

Alpina has built up robust partnerships reflecting its enduring commitment to the mountain environment – a constant source of inspiration – as well as a team of athletes and other friends of the brand. They are united by a common ambition: scaling new heights in the most challenging conditions.



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